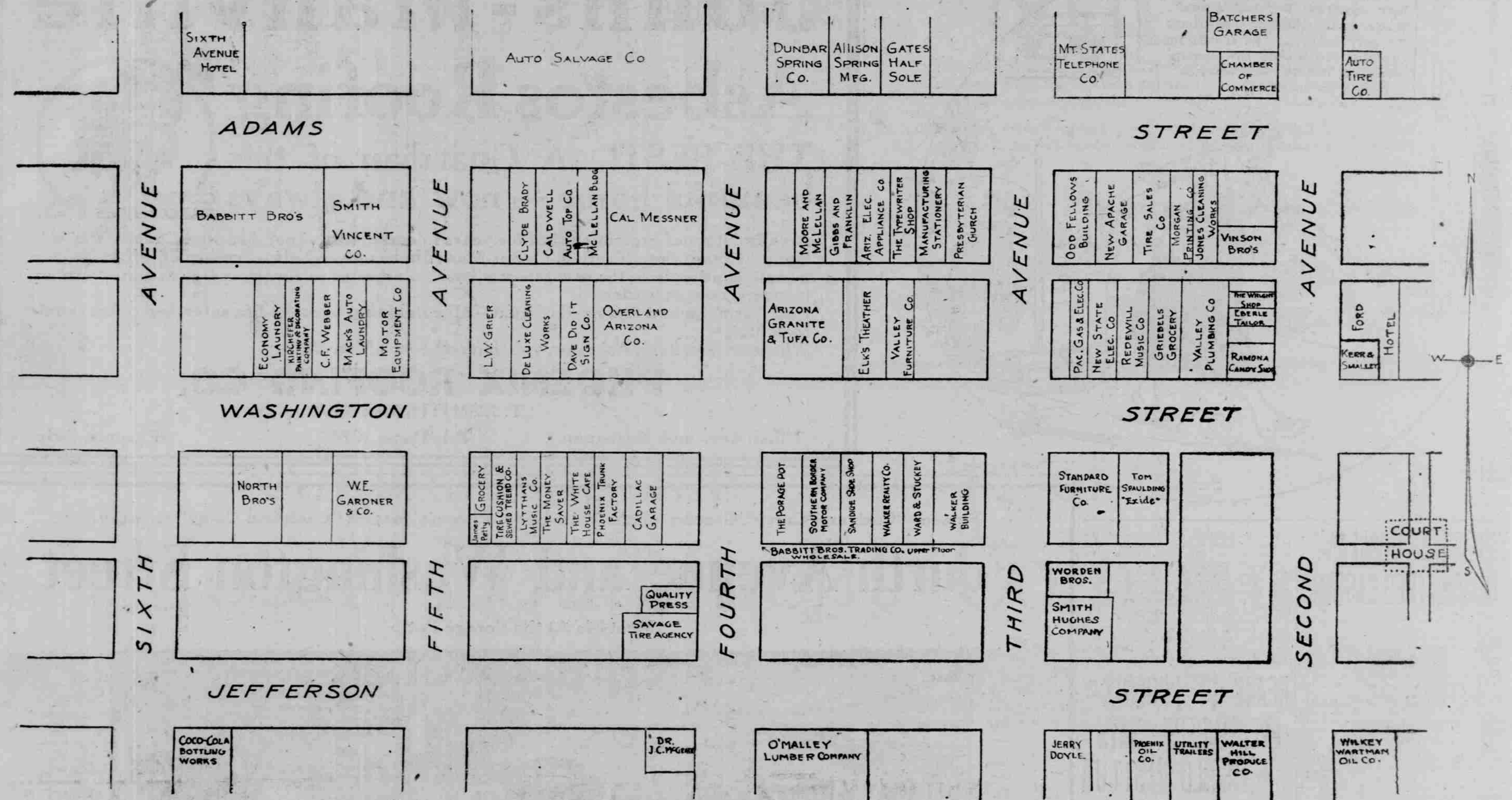


# WESTERN SECTION OF CITY RAPIDLY GROWING



### The West End of Phoenix

Prominent Business Houses Shown on Above Sketch Located in Newest Section of Down Town Phoenix

## GARDNER COMPANY HAS GROWN TO LARGE PROPORTIONS IN PHOENIX

W. E. Gardner and company, occupying the corner of West Washington and Fifth avenue, have show rooms and floor space fitted adequately for handling the large volume of business this concern enjoys. The company is state distributors for the Marmon 34, Chandler and Cleveland six automobiles, and have a strong organization of dealers throughout Arizona. The salesroom has tile floors, elaborate offices and furnishing and reflects credit on the organization as well as Phoenix and vicinity.

W. E. Gardner, general manager of the W. E. Gardner and company and also the Oakland Arizona Sales company, distributors in Arizona for the Oakland Sedan six, started in the automobile business in the early days, having been in the repair business in Texas. In 1912 Mr. Gardner came to Arizona, first locating in Flagstaff, and identified himself with Babbitt Brothers' automobile department at Flagstaff as manager; he was later transferred to Williams, and later to Phoenix, where he was manager for Babbitt Brothers until October of 1918, having resigned to enter business for himself. In February, 1919 he organized the present concern of W. E. Gardner and company and in June of 1919, organized the Oakland Arizona Sales company. The business of the two companies has grown and Gardner's organization has grown with the business, so that he is now able to take care of \$2,000,000 annual business.

Gardner's lieutenants are as follows: L. S. Knox, sales manager; R. H. Parsons, cashier and office manager; R. S. Knox, manager parts and service department; R. G. Jones, manager repair department; R. E. Lewis, R. E. Grizzard, G. B. Gurley, assistant sales managers.

Mr. Gardner, who was east a short time ago, contracted for 225 carsloads of automobiles to be shipped to this concern during the year 1920. This means that there will be five car loads of automobiles received by them each week if their allotments are filled promptly.

## SMITH-VINCENT BUILDING TO BE UNDER WAY SOON

The location of the new Smith-Vincent building to be located at the corner of Fifth avenue and Adams street has just been started. The building which is to be one of the most modern and up to date in the state will occupy a space of 26x140 feet, front on West Adams street and running to the alley in the rear. The Smith-Vincent company is state distributor for the Packard.

It will be composed of brick, and will include a large storeroom, a service department, offices and an accessory department.

The Smith-Vincent company which is composed of H. D. Smith, J. D. Smith and C. H. Vincent has been organized in Phoenix but a comparatively short time, but during the period of its existence here they have made a large circle of friends.

At the present time they are located in temporary quarters on North Central avenue. When the question of building was first contemplated by the company, they naturally turned their eyes to the west end of Phoenix where

## DOGS FIND A GOOD HOME IN M'GRATH ANIMAL HOSPITAL

The average man who loves a dog will experience a tug of his heart-strings if he visits the "Veterinary Sanitarium" conducted by Dr. J. C. McGrath in the rear of his office and home at 401 West Jefferson street, in the old Sam Sneed house.

Dr. McGrath served with the Eleventh cavalry at Fort Oglethorpe during the war, after having graduated from the San Francisco Veterinary college in San Francisco in 1914.

A resident of Phoenix since 1892, he is now secretary of the Arizona Veterinary Medical association and a member of the American Veterinary Medical association, with headquarters in Chicago.

Much of his local practice consists of dog patients, although he is continually called by ranchers owning cattle or horses who have been injured or whose maladies baffle the ordinary home remedies.

Two splendid English bulldogs are

## Trend of Local Business Westward Has Built Up New and Prosperous Section in West End of Phoenix

### Nice To Get Up If Steam Heat Is In House: L. W. Greer

"Oh, it's great to get up in the morning—that is, when you have steam heat!" reads a parody of the Harry Lauder song inscribed on a placard in the store of L. W. Greer, plumbing and heating, at the northeast corner of Fifth avenue and Washington streets.

Mr. Greer is authority for the statement that steam heat is coming into its own, and is gradually displacing hot air systems throughout Arizona. Steam heating plants have been installed by him in the Pendergrast school, in the Tolleson school, at the industrial school at Ft. Grant, in several residences about town, and a general overhauling of the Osborn school has been effected by Mr. Greer's firm recently.

Radiators, bath tubs, and all sorts of plumbing fixtures fill the L. W. Greer store, and a force of ten or twelve men are kept busy at all times installing them in jobs about the city and the valley.

Exclusive agency for the Moore range is also held by L. W. Greer.

### HEARING SET FOR FEB. 10

WASHINGTON, Jan. 14.—The house postoffice committee today set February 10 for a hearing of proponents of the bill of Representative Fess, republican, Ohio, proposing a reduction in second-class rates, and the appointment of a congressional committee to determine the principles upon which these rates shall be assessed by the postal authorities.

Lots of folks are uneasy about Bolshevism, but we have little fear of a cause that begins its activities by denying God.

for sale by Dr. McGrath at his animal hospital, one of them, a beautiful red animal, being a sweepstakes winner at several big shows. One splendid Irish terrier lies quietly in his stall with a broken leg, whimpering pitifully. A splendid pointer suffering from a nervous disease chimes in occasionally, too ill to do much else save thump his tail. All, however, are getting well under the veterinarian's care. Perhaps a dozen fine dogs are not ill at all, but are kept there as "boarders."

Even as in the days of yore things are going west. Phoenix has simply had to expand and she has gone "west" not died, but come to life with a new section of the city which is springing up with a celerity which astounds those oldest inhabitants who thought to see the business section of the city go north.

That "west end" of Phoenix is a new town all by itself. It could be cut off from the other sections of the city and still be able to maintain itself. True at the present time the automobile industry is rapidly gaining the major portion of the ground there, but other industries, stores and shops are opening up there as fast as they can obtain rooms or as fast as buildings can be erected.

It is a section of new, up-to-date and modern buildings. There is nothing old about the "west end" and with the enthusiasm of youth they believe they have the coming end of town and that there is nothing which cannot be expected of the people who are moving there.

The oldest business west of Second avenue has been in the same place for 25 years. When it was established in the same building which it now occupies the founder was told he was told he was foolish, that the rest of the city would never reach him, and that he would be isolated for the remainder of his existence. For 25 years it looked as if the others had been right, but a few years ago, the westward trend started and today he is surrounded with prosperous and thriving business houses on every side. As a matter of fact his factory is almost in the center of the district.

And great things are to be expected of that "west end." They are close to the railroad tracks, with ample warehouse facilities on the south. They have plenty of room in which to expand to the west and to the north, and above all things every street in that section of the city is paved.

The automobile industry first started the movement which has culminated in the building up of that section. Forced to seek larger quarters, the Overland Arizona, the W. E. Gardner company, Cal Messner, the Motor Border Motor company, North Brothers company, the Auto Salvage company, the Dunbar Spring company, and the Allison Spring company, have all established themselves in that section of the city.

In addition to the above automobile concerns a number of others at present located in another section of the city

## They All Wondered When Slavens Made Advent in West End

The residents of Adams street were all excited. A man had moved a bunch of used cars onto a big vacant lot bounded by Adams street, Fourth and Fifth avenues. Was he nutty? Did he imagine he could ever get any business "away out there?"

They grinned as they asked these questions. Many felt pity for him. Automobiles whizzed by without stopping. "You've got plenty of 'room' here, anyway," people said with heavy accent on the "room."

That was only seven months ago. Today the Auto Salvage company has crowded the vacant lot with hundreds of cars and many tons of parts fill the orderly bins that have arisen there as if by magic. Instead of whizzing by, the cars now stop in great numbers on the street curb that had never before been crowded all day long with parked autos. From the once vacant lot now go daily packages by express and parcel post to all parts of Arizona.

John Slavens, owner of the Auto Salvage company, was the first to invade this new territory on Adams street from Second to Seventh avenues. And now, only seven months later, 11 big new auto concerns have gathered about him in the immediate neighborhood.

"The site of the Auto Salvage company has increased in value at the rate of \$2,000 a month since I began to occupy it seven months ago," said Mr. Slavens yesterday by way of illustrating how the district has boomed. "It was valued at \$15,000 then. It couldn't be bought for \$30,000 now. It is really the center of the new automobile district."

"Usually it takes six months to put a business of this sort on a paying basis, but the Auto Salvage company has made much better time than that here. Phoenix is a wonderful place for automobiles. I wish, on this occasion, to thank the automobile owners and garage men of Phoenix and of the Salt River valley and of the state for their patronage and to assure them that we are going to try harder than ever to take care of their business with promptness and efficiency."

## BIG STOCK OF TILE CARRIED BY PETTY

One of the largest if not the largest stock of tile and marble carried in the state is kept on hand at all times by James N. Petty, marble and tile contractor of 11 South Fifth avenue.

Mr. Petty has been in business in Phoenix since 1912, when he first started to introduce tile floors to the people of Phoenix. Since that time his business has grown until now he has a corps of assistants engaged in laying tile and marble all over the valley.

One of the latest jobs he has finished is that of the Motor Equipment company where they have installed a tile floor for a gas and oil service station. So far as known this is the only one of its kind in the west if not in the United States.

Title for the Central Drug floor, the Chocolate Shop and a large number of local concerns has been furnished by Mr. Petty.

He is now introducing into Arizona tile and wood stone drain boards, which have become very popular on the coast. He carries a stock of all kinds on hand at all times.

Ebert says Germany made peace "under pressure of a reckless force." It wasn't that, old chap. It was a force of wreckers.

## WALKER HAS SEEN WEST END GROW UP

The Walker Realty company located at 315 West Washington street has probably done as much towards the building up of the west end of the city as any other agency in Phoenix. Composed of J. W. Walker and J. J. Phillips, they have been conducting a general realty business here for several years.

Mr. Walker the senior member of the firm has been a resident of the city and valley for 20 years. In the early days he realized the potentialities of the western section of Phoenix and acquired large holdings there. For years he has held this land, some several hundred feet in frontage, until today it is extremely valuable. He has always had a dream of the west end of the city building up and at last this dream has come true.

At the present time Mr. Walker and the Walker Realty company have under construction several buildings, in addition to a number which have just been finished. Ground was broken yesterday for a new building to be erected at the corner of Third avenue and Washington street. The old building, which has occupied that corner for a number of years are being razed.

"The Brooklyn bridal couple spending the honeymoon in fall have hit upon the only way to beat the high cost of living."